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World's Largest Live, Online Rock N Roll Memorabilia Auction Benefits Phoenix Children's Hospital's Cancer Kids

Scottsdale's Rock Star gallery, Music, Collectibles, & Celebrity Fine Art Hosts Event

PHOENIX, Ariz. (March 22, 2006) – “From Beatles to Zeppelin” is the world’s largest live, online charity auction giving avid collectors and music enthusiasts around the globe the chance to bid on rare rock n roll memorabilia in the name of kids and families battling cancer. Scottsdale’s Rock Star gallery Music, Collectibles & Celebrity Fine Art takes center stage hosting the auction April 1, 2006, from 11 a.m. to 3 p.m. MST, with a portion of the proceeds supporting Phoenix Children's Hospital’s Center for Cancer and Blood Disorders.

Rock Star gallery owner Michael Dunn has been gathering rock and pop music memorabilia for nearly three decades. Dunn and his family have a special reason to open their collection of more than 200 authenticated items for bidding. At the age of five, Michael’s son was diagnosed with rhabdomyosarcoma, a rare form of soft tissue cancer.

“It came on so suddenly and before I knew it, we were in the hospital with chemotherapy and radiation treatment for over a year,” said Dunn. “Phoenix Children's Hospital and the oncology team were remarkable and became a big part of our life. It was due to their hard work, knowledge, kindness, and prayers that our son was brought into remission.”

Sale highlights include seven signed authenticated Beatles albums; a Lynyrd Skynyrd Street Survivors ‘flame cover’ album signed by the band before their 1977 plane crash; and the rare Led Zeppelin autographed ‘physical graffiti’ album with three photographs of band members at 1973 L.A. Forum performance. Several autographed guitars from U2, the Rolling Stones, and Bruce Springsteen; autographed framed albums; celebrity artwork; and photographs are also available. Celebrity artists include Ronnie Wood, Grace Slick, Janis Joplin, Ringo Starr, Paul McCartney and others.

“Collecting became my passion and hobby. It was not just having a rare piece that was important to me. Looking for it, which would sometimes take years, was just as much fun,” said Dunn. “Each piece collected has been a journey. Some were easier to get than others, perhaps from another collector or estate auction. Others were obtained backstage because I knew someone who knew someone.”

The event also features guest celebrities including renowned rock photographer Robert Knight and friends who will auction off rare rock music photography to benefit Phoenix Children's. Auctioneer Mike Brandly, a familiar face from the Barrett Jackson Auctions, hosts the event.

"From Beatles to Zeppelin" is a free event and open to the public. The Rock Star Gallery is located at 16451 N. Scottsdale Road Suite 103, Scottsdale, Ariz. Live bidding is available online at www.cbtechlive.com. For additional event details contact Terri Raimondi at 480.242.7767, or the gallery at 480.275.4501, www.rockstargallery.net.

The Center for Cancer and Blood Disorders at Phoenix Children's Hospital is the largest provider of hematology and oncology care in Arizona. Today, more than 85 percent of children diagnosed with cancer survive their disease. Our mission is to offer the highest quality, comprehensive, family centered care to our patients and their families. We offer state of the art pediatric cancer management to almost half of Arizona's children diagnosed with malignancies and/or life-threatening hematologic diseases. The Center is affiliated with Children's Oncology Group, an international group of more than 114 leading children's hospitals engaged in laboratory and clinical research to find the best therapy for childhood malignancies. Through funding donated by individual and corporate contributions, we are able to provide new research options, educational opportunities, financial assistance and psychosocial support for Arizona children and their families.

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest free-standing children's hospitals in the nation. The most comprehensive array of pediatric specialists in the State practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Children's leadership position. For information about Phoenix Children's, visit the Hospital's award-winning website at www.phoenixchildrens.com.